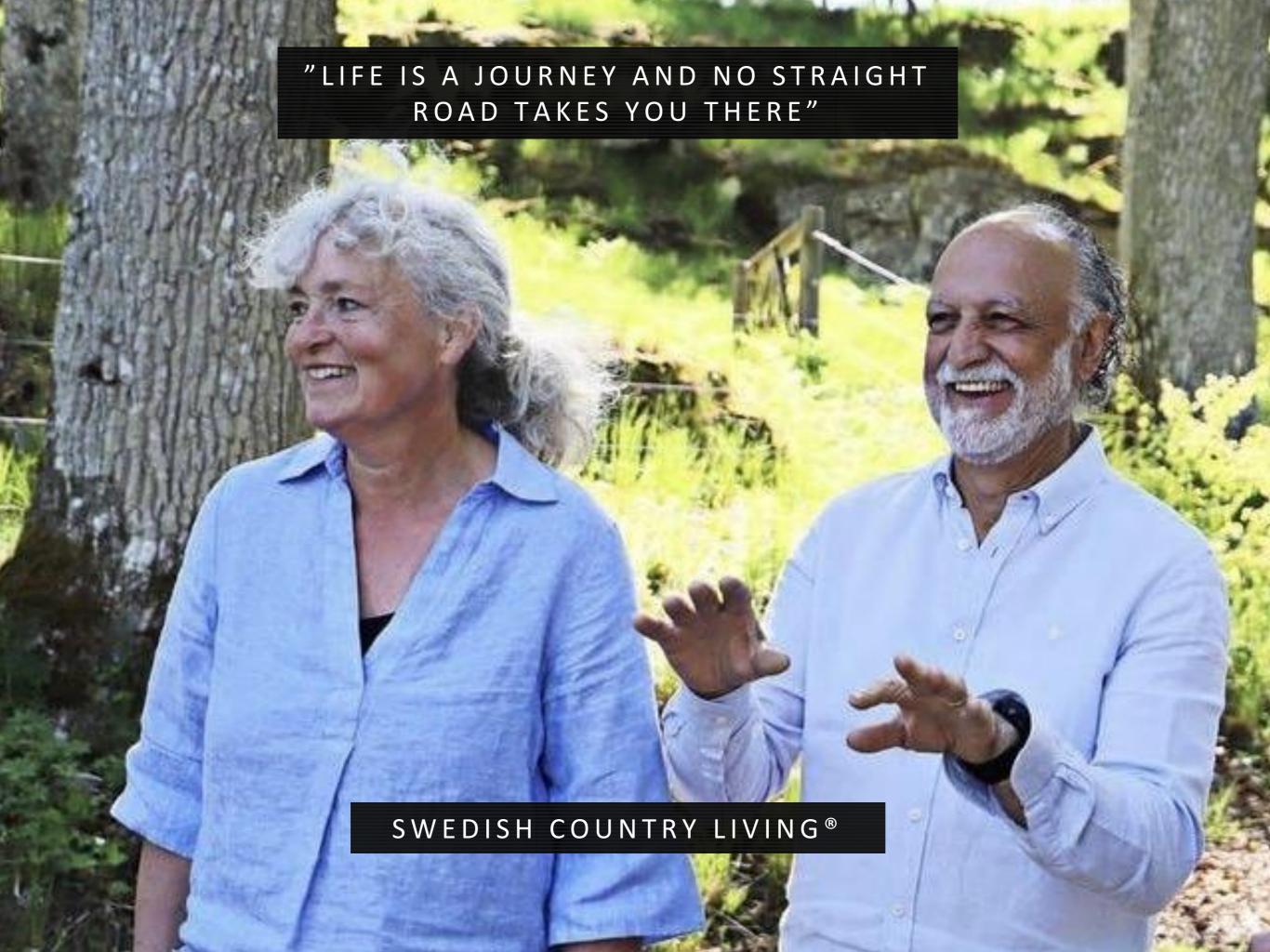


WEST SWEDEN TOURIST BOARD

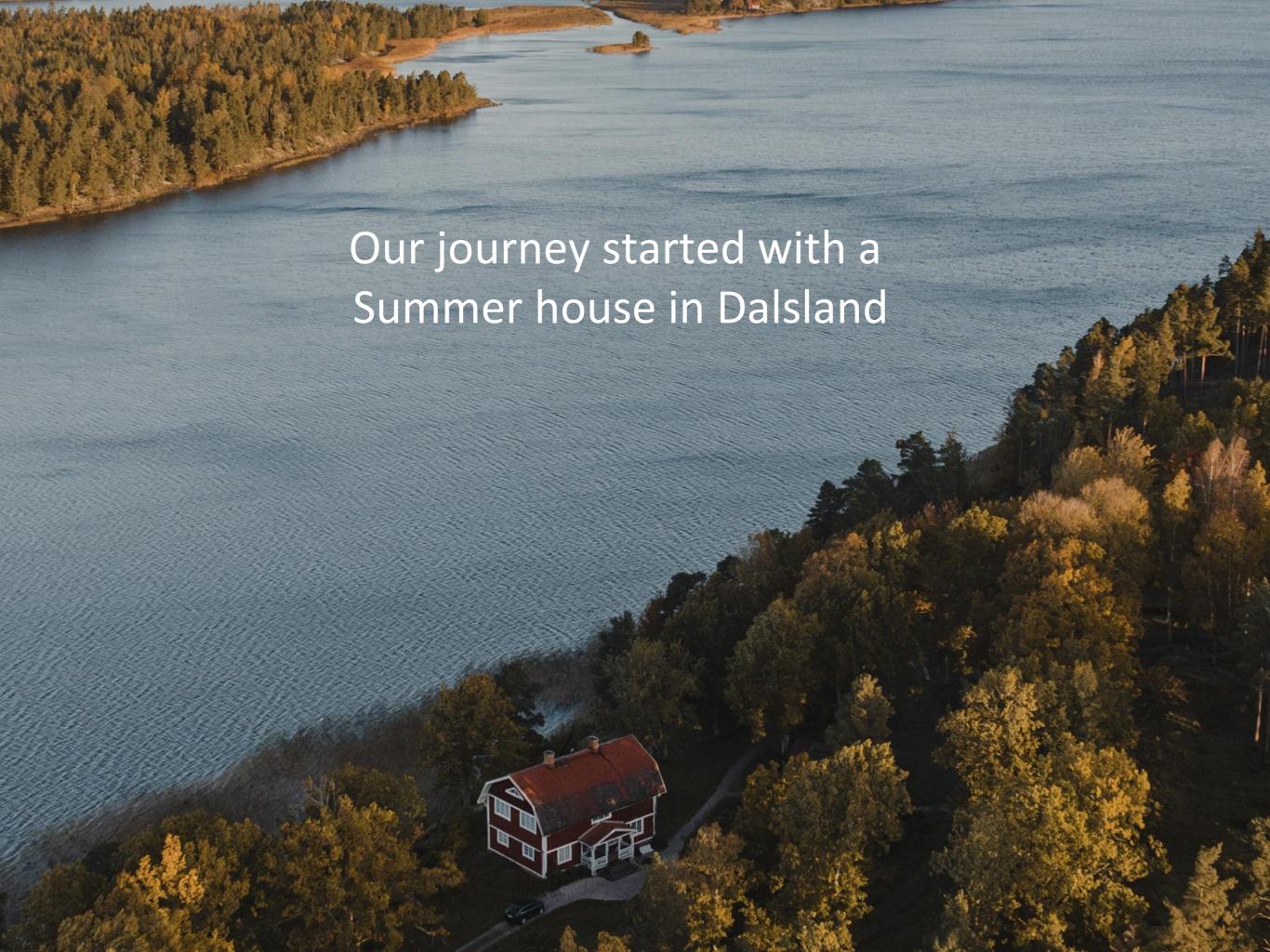
- Use your local Tourist board to reach out
- French guests are now our 2nd largest group

Collaboration commerciale avec @westsweden
@swedishcountryliving





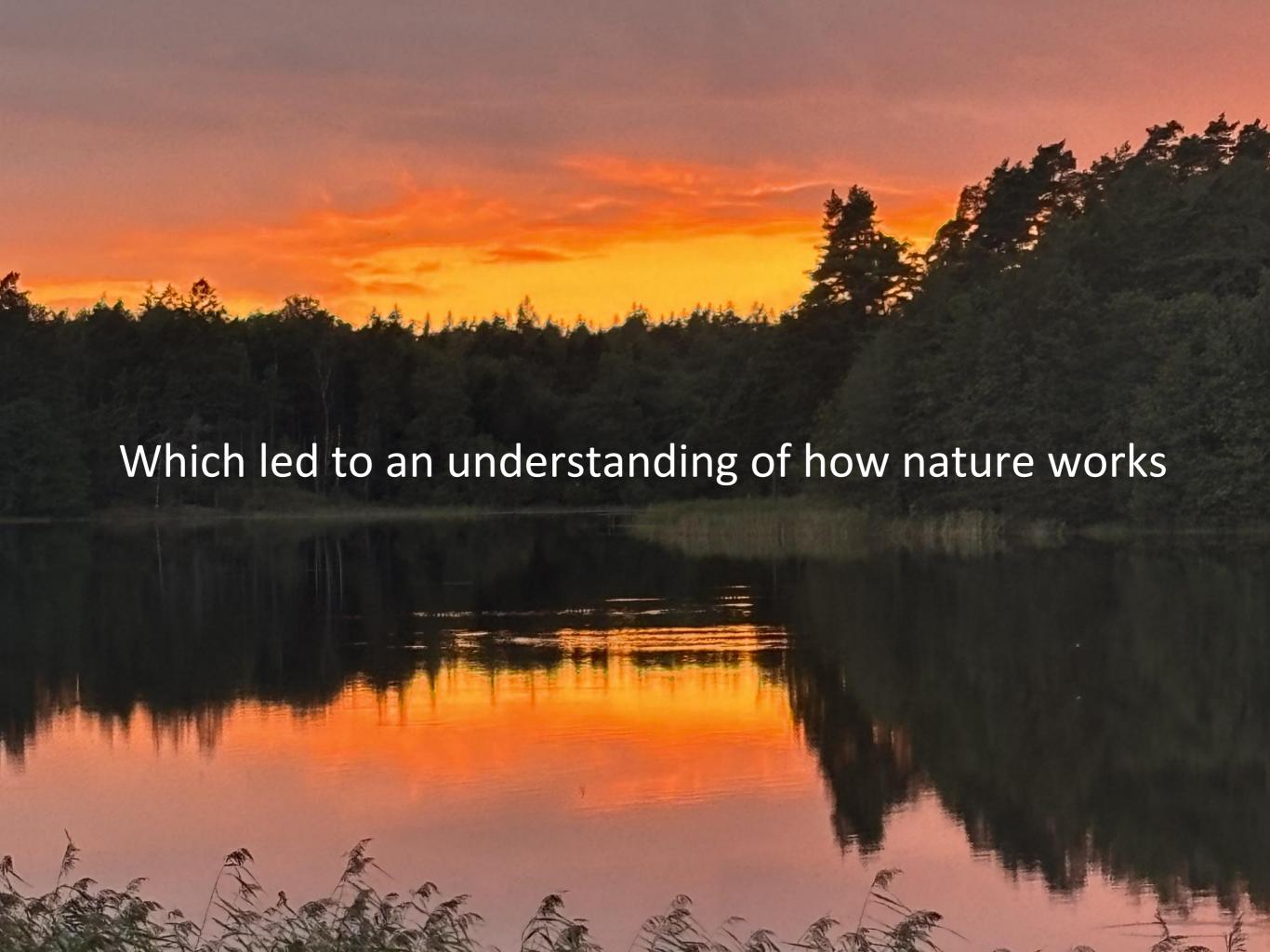
"Could we go from SLOW FASHION to SLOW TOURISM?"



25% OF THE REGION IN DALSLAND IS WATER

WE ARE ON THE EDGE OF EUROPES LARGEST LAKE, VÄNERN



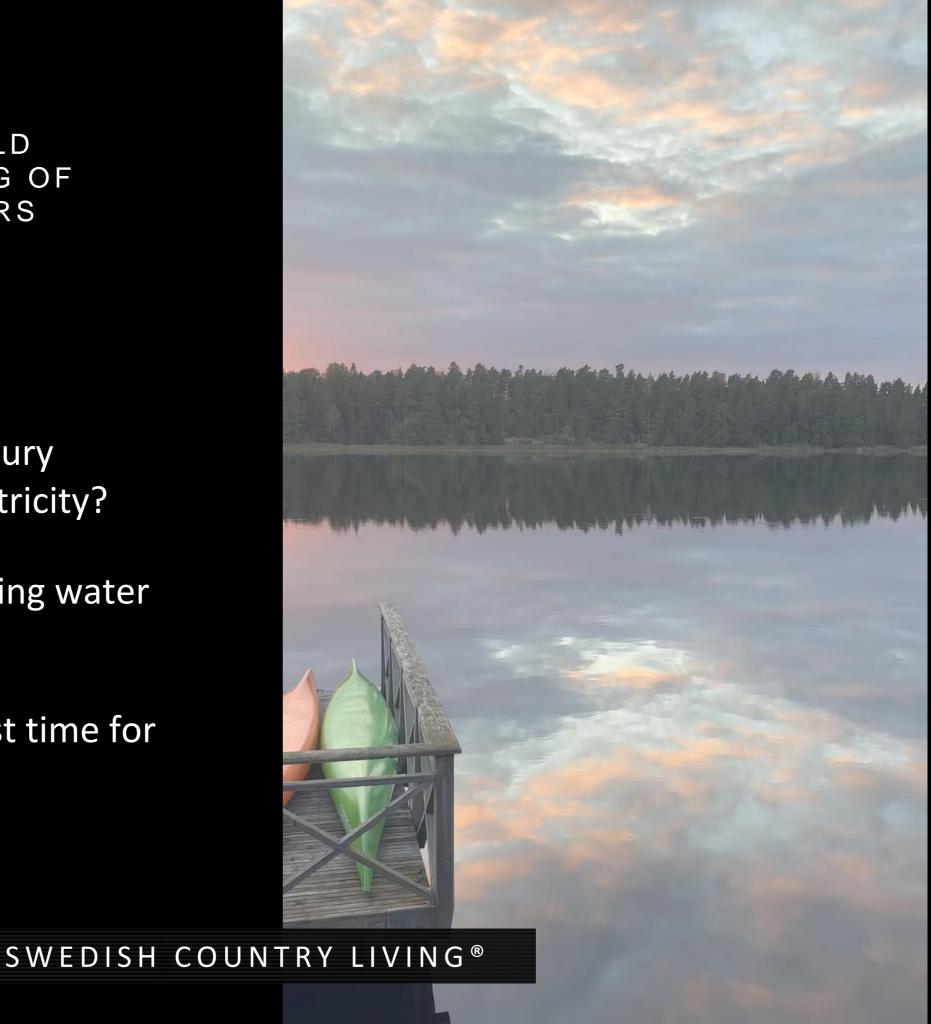


THE SUMMER HOUSE BECAME A FARM

A film by Badass Food Stories

IMAGINE IF WE COULD SHARE THIS FEELING OF NATURE WITH OTHERS

- Could we create luxury cabins without electricity?
- Build bathrooms using water from the lake?
- No distractions just time for each other





REGENERATIVE TURISM

- Hermitage cabins built with re-used doors and windows
- Insulated with sheep wool, wood fibre & hemp
- Each cabin has a different design to show they are not mass produced
- Circular water system using Biomimicry design
- Separating toilets creating fertilizer for our fruit trees
- Increased Biodiversity and resilience to Climate change through Regenerative grazing
- Zero food waste excess food given to our animals
- Guests are given a tour of the farm explaining how & why we work



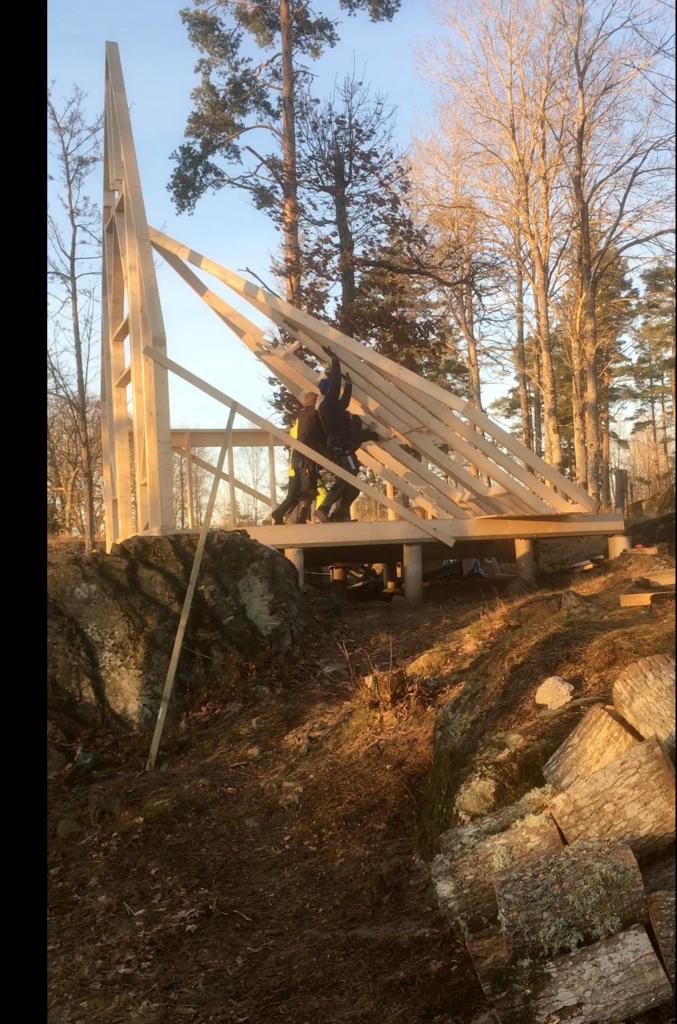






WHAT HAVE WE LEARNT?

- Learning to build takes longer time for beginners
- Planning permission is a long process
- Take what you have and use it
- Create something no one else is doing
- Find a circular solution
- Don't talk about Sustainability just do it!
- Nature is a place where waste doesn't exist
- Think about what benefits the guests



SUSTAINABLE

KEEPING THINGS ON THE SAME LEVEL

REGENERATIVE

GIVING BACK MORE THAN YOU TAKE

CIRCULAR

CREATE A CONTINUOUS FLOW - JUST AS IN NATURE

BIOMIMICRY

COPYING NATURE TO FIND SOLUTIONS

AGRITOURISM

CONNECTING AGRICULTURE TO TOURISM

THE SUSTAINABLE DILEMMA

- Buzz words can be misused
 & lead to Greenwashing
- Only 12% trust Sustainable brands
- 65% believe they are charged more
- Instead of marketing Sustainability show added guest benefits

The "S" word rapport by c space



WHAT ARE THE GUEST BENEFITS?

- Being in nature makes you more relaxed and feel good
- With no distractions you have more time for each other
- With only 3 cabins this is a very private experience
- Locally produced food means everything is fresh and tastes at its best
- Closeness to the water and free use of canoe or kayak gives you freedom to explore
- With fewer guests we have time to talk and give tips on what to do and where to visit
- A choice of packages help us to attract different guests with different demands.



WHAT'S IN IT FOR ME?

- Sustainability strengthens our identity
- We can help guests understand their role
- A unique experience is worth more
 €€€
- A feel-good feeling
- Increased guest satisfaction
- Good for business, the local community and the environment



THANK YOU

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www.swedishcountryliving.com



The future of Tourism

Tourism is entering a new era - one where travel is not about seeing the world, but caring for it.

The journeys of tomorrow will be Slower, Greener and more Meaningful

- ChatGPT

The future of Tourism

Travelers will seek depth over distance,
Authenticity over luxury and
Connection over consumption.
They will choose experiences that regenerate nature,
Empower communities, and leave a positive footprint

- ChatGPT